

TV Picture Comparison: Sony vs. Samsung

FACT: 2014 Sony TVs have a brighter, more colorful picture than on previous Sony models, while still retaining their excellent detail.

2014 Sony TVs have a brighter picture with more vibrant color than Samsung models. This is a change from past model years. Overall, the Sony picture is brighter. The picture also has more color - not just more saturated, although that's true, but also noticeably more different colors. So, we didn't just crank up the green and say, "look - more color!". We took advantage of our X-Reality™ Pro engine to increase the color saturation, and intelligently provide more different colors at the same time. And all of this has been done without OVER saturating the colors, as has been done by some other brands in the past. When that happens, you end up with a "blob" of color with no detail. So, with the Sony 2014 TVs, not only do you have more color and a brighter picture than before, you can still see all of the detail in the picture.

DEMO 1

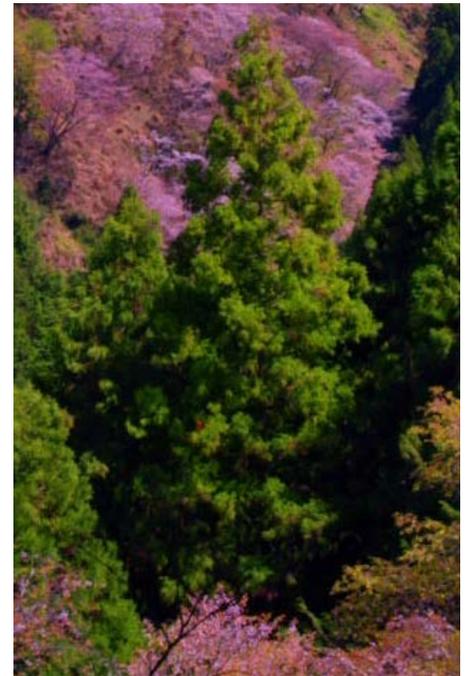
VIDEO: 2014 Picture Quality.mp4

SCENE: Scene 1 with the tree grouping

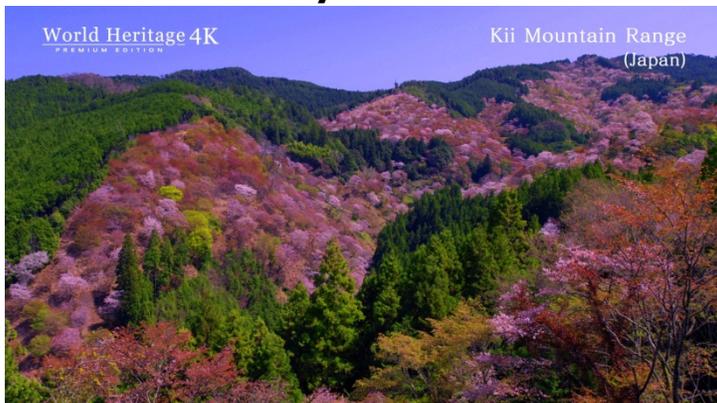
Notice how bright the picture is, and how green the trees are, compared to a Samsung TV. Draw attention to the single tree that's in the center of the picture. Notice how - even though it's noticeably greener, you can still see all of the detail of the leaves and structure of the tree. We haven't given up any detail to get more color.

How did we do this?

1. Sony know-how – we have decades of experience at this.
2. Sony technology – our exclusive X-Reality™ Pro picture engine applies color in an intelligent way, so you don't end up with "blobs" of color with no detail.



Sony 2014 TV



Samsung 2014 TV



These images are simulated. You really need to see this on real TVs!

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DEMO 2

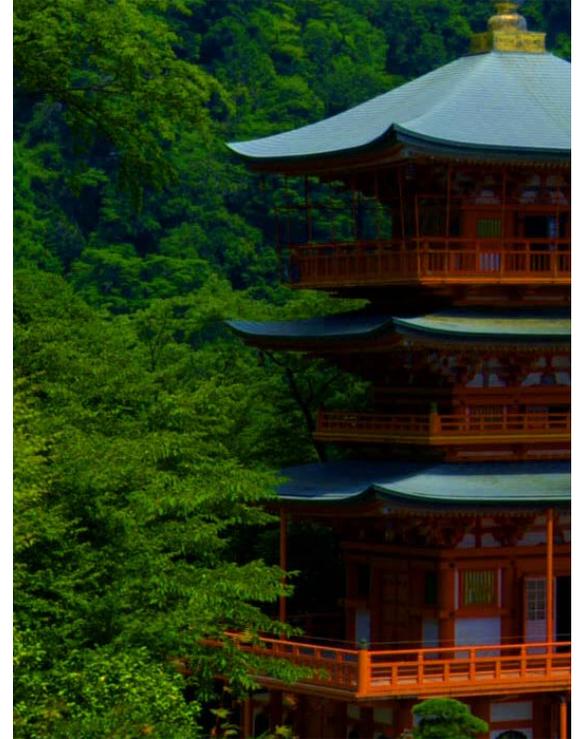
VIDEO: 2014 Picture Quality.mp4

SCENE: Scene 2 with waterfall and building

Focus on the trees to the left of the building. Notice how green they are, especially compared to competitor's TVs. Point out how you can see all of the detail of the tree's leaves and structure. Point out that the leaves aren't just green. There are many yellow leaves that you won't even notice on a competitor's TV. That's part of the detail. This isn't just over-saturated green. It's intelligently applied color enhancement, using the Sony exclusive X-Reality™ Pro engine.

How did we do this?

1. Sony know-how – we have decades of experience at this.
2. Sony technology – our exclusive X-Reality™ Pro picture engine applies color in an intelligent way, so you don't end up with "blobs" of color with no detail. You also see colors you don't see without X-Reality Pro.



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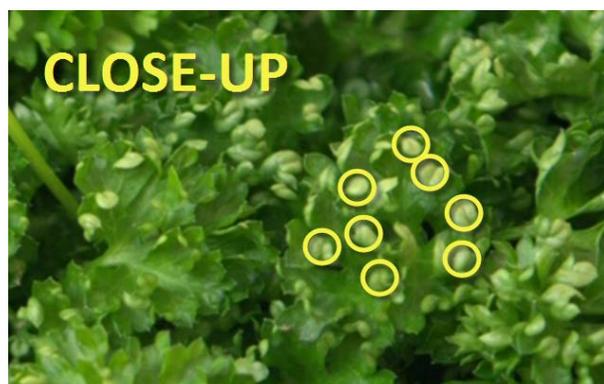
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DEMO 3

VIDEO: 2014 Picture Quality.mp4

SCENE: Scene 3 with Parsley

Parsley? Yes - notice how green it is. That's a lot of green. And it's definitely greener on the Sony TV than on a competitor's. But wait - there are little yellow "flower-etts" in there. In the close-up picture, all of the circled parts are actually yellow - not green. But you'll only see that on a Sony TV. Why? X-Reality Pro. Sony know-how!



Sony 2014 TV



Samsung 2014 TV



DEMO 4

VIDEO: 2014 Picture Quality.mp4

SCENE: Scene 4 with the building in a field

This field looks like it's mostly green, and again - on a Sony TV the green is vibrant. But if you pay attention, there's a lot of yellow in the field and especially in the area to the right of the stone wall. You'll see that on a Sony TV. On a competitor's TV, it's just all green.



Sony 2014 TV



Samsung 2014 TV



These images are simulated. You really need to see this on real TVs!